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FEBERAL COMMUNICATIONS COMMISSION
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Before The

FEDERAL COMMUNICATIONS COMMISSION

Washington, D.C.

In the Matter of) MB Docket No. 02-248)

Amendment of Section 73,202(b)) RM-10537

Table of Allotments)
FM Broadcast Stations)
Smiley, Texas)

To: Assistant Chief, Audio Division Office of Broadcast License Policy Media Bureau

COMMENTS AND COUNTERPROPOSAL

Respectfully submitted,

NEW ULM BROADCASTING COMPANY

By Robert J. Buenzle

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October 21, 2002

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S U M M A R Y

A Petition for Rulemaking was filed by Linda Crawford On October 4, 2001, requesting allotment of a new FM radio channel to Smiley, Texas (population 453), and a Notice of Proposed Rulemaking issued August 30, 2002, establishing MB Docket 02-248 to further consider the proposal. In the instant Counterproposal by New Ulm Broadcasting, New Ulm suggests an alternate plan, mutually exclusive with the Smiley proposal, i.e. to reallocate channel 222A from the city of New Ulm where it presently operates as KNRG, licensed to New Ulm Broadcasting, to provide a first service as channel 223C3 to the town of Schulenburg (population 2,699), which presently is a "white area" (with no recognizable AM or FM reception service at all) and with no local transmission service, and with the license of KNRG modified to specify the new location and service at Schulenburg.

In so doing, it is proposed to allocate a new equivalent channel to replace the one reallocated from New Ulm to Schulenburg, and New Ulm Broadcasting has also committed to apply for and build that new station if its application to do so is granted. Other improvements in the New Ulm plan include upgrading the current short-spaced class A stations at Victoria and Yoakum, Texas (KQVT and KYKM) to fully spaced Class A services. Various other channel changes necessary to implement the improvements are also proposed and described in the Counterproposal. New Ulm suggests that in view of the substantial public interest benefits manifestly apparent in its Counterproposal, that the New Ulm Counterproposal is preferable and should be adopted, and the Crawford Petition for Smiley denied.

Before The FEDERAL **COMMUNICATIONS COMMISSION** Washington, D.C.

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To: Assistant Chief, Audio Division Office of Broadcast License Policy Media Bureau

COMMENTS AND COUNTERPROPOSAL

New Ulm Broadcasting Company (hereinafter "New Ulm"), licensee of radio station KNRG(FM) in New Ulm, Texas, (facility No. 15113) pursuant to Sections 1.415 and 1.420 of the Commission's Rules hereby files the instant Comments and Counterproposal in response to the Notice of Proposed Rulemaking ("NPR") issued in the above-captioned proceeding as released August 30, 2002, (DA 02-2061).

I. PRELIMINARY STAT ——

In the NPR Linda Crawford (hereinafter "Crawford") proposed the allotment of Channel 280A to the community of Smiley, Texas as a first service to that community. In her Petition, Crawford stated that Smiley was an incorporated city of 507 people (as of 1-1-98), had its own mayor, its own post office, its own school system, its own fire department, its own city hall and "a number of local churches". As will be indicated below, there is substantial reason to doubt the extent of those statements or the claim that Smiley could even be considered as a "city" which

could meet the most basic qualifications required for a new FM radio allottment.

Conversely, as more fully documented in the attached Engineering Statement in support of this Counterproposal, New Ulm presents here a counterproposal which will bring a new first radio service to the town of Schulenburg, Texas, a genuine city covering over six square kilometers in area, and with a year 2000 population of 2,455 persons, and which, at the same time will result in the replacement of two presently short-spaced 3KW Class A FM stations in Yoakum Texas (KYKM) and Victoria, Texas, with fully-spaced 6KW Class A stations. The proposal requires other minor changes in the FM Table of Allotments, all of which have been fully described and demonstrated as compliant with all FCC Rules in the attached Engineering Exhibit.

Since the instant Counterproposal is in all respects mutually exclusive with the original proposal for Smiley, as fully documented in the attached Engineering Report, it is properly filed here for consideration in this proceeding, and for the reasons set forth herein, it is submitted that this Counterproposal is demonstrably superior to the original Petition for Smiley, and that the Counterproposal should therefore be adopted and the Petition for Smiley denied. In support whereof, the following is submitted:

II. SMILEY DOES NOT SATISFY THE FCC MINIMUM STANDARD FOR A TOWN AND IS INSUFFICIENT FOR A NEW FM ALLOTMENT

Smiley was described as having 507 people in it. Conversely a search on the Internet found that it was not listed at all in "Texas Towns A to 2", and on the only references that could be found, on the "KEY to The City" web pages, it indicated that Smiley occupied a land area of 1.362 sq.kilometers and included a population of 463 persons (The year 2000 U.S. Census sets Smiley's population at 453). In the same site there was included a "tribute" consisting of seven pages which included a photograph captioned as "Smiley Main Street at Rush Hour" (See Exhibit 1) which showed what appeared to be four frame buildings and a total of one parked car and two moving cars. The Tribute also revealed that the Smiley "school system" had actually merged into the Nixon Independent School District sometime after 1972 and no longer existed in Smiley. Schoolchildren from Smiley now travel about 8 to 9 miles west of Smiley to the town of Nixon (population 2,186) $\frac{1}{2}$ to go to school.

In the same internet site there is a listing of the web pages of businesses in Smiley. This consists of a total of 7 entries, including the following:

Arc welding
Avanti Group
Dons Deals on Wheels
Howling Hollow Kennels
Leon Davis Water well
Medina's Taco Hut
RMCKP Ltd.

^{1/} All populations referenced herein are from the U.S. 2000 Census as reported in the 2003 edition of the Rand McNally Road Atlas.

There is no indication presented or obvious as to how these few sites might relate to Smiley any more than to other people just traveling through the area.

In addition, there was zero information supplied by the Smiley petitioner as to the existence of any social or civic organizations at all in Smiley or of any municipal services supplied by Smiley.

In sum, what little information may exist as to Smiley is totally insufficient to establish Smiley as a community for allotment purposes. In pleasant Dale. Nebraska, 14 FCC Rcd 18893 (1999), the petitioner there noted that it was incorporated, had a population of 253, a mayor and council, post office, zip code and several retail businesses including a general store, but the FCC rejected its claim of "community" for allotment purposes, noting "that the petitioner had provided no information as to the businesses which it says exist to demonstrate that they are intended to serve the needs of Pleasant Valley as opposed to other areas", Sleasant Dale at Pa. 6.

While calling this a **criticaldeficiency" in and of itself, it also noted that the petitioner had also provided "no information as to what municipal services this local government may provide to the residents, or the names and addresses of the businesses which it states exist. In addition, petitioner has not provided the names or addresses of any social or civic organizations, schools, libraries or other governmental services which are located within [the community]**.So holding, the

Commission found that the Petitioner had not carried its burden on the point, and that the community did not qualify as a community for allotment purposes. New Ulm submits that the same result should be reached here as to Smiley.

III. DESCRIPTION OF SCHULENBURG AND RECOGNITION THAT EVEN IF, ARGUENDO, SMILEY WERE HELD TO BE A COMMUNITY FOR ALLOCATION PURPOSES, IT CANNOT COMPARE WITH SCHULENBURG FOR PURPOSES OF ALLOCATION OF A NEW FM CHANNEL.

Smiley, a crossroads area of 1.3 sq. km. and 453 people has been proposed for a first service. In this counterproposal, Schulenburg, a town of over six sq. km in size and including 2,699 persons (year 2000 U. S. Census figures) is also proposed for a new first radio service. There can be no comparison between the two and Schulenburg must prevail. Below we will cite some relevant facts as to Schulenburg:

The town was incorporated in May of 1875, and has existed since that time. It is governed by a Mayor and seven Directors as well as a two man Advisory Board. As confirmed by the Schulenburg Chamber of Commerce (www.Schulenburg.org; 979-743-4514) It has its own Post Office and zip code (78956), its own Volunteer Fire Department, its own Police Force, its own banks, its own city water and city sewer services, a total of seven churches representing the major faiths plus one Synagogue, and its own local weekly newspaper. As more fully described herein in Exhibit 2, It has its own health care services including medical and dental services as well as Drug and Clinic services. It includes a historical hotel, 4 motels, 8 Bed & breakfast facilities, 2 campground/RV parks, 5 fast food restaurants and 3 full service

restaurants. It has 32 local civic organizations including a Little League and Swim Team, a Veterans of Foreign Wars Post, an American Legion Post and a Knights of Columbus Chapter. The town also conducts a Miss Schulenburg Pageant annually and is famous for its "Painted Churches Tour"

It also has a Shulenburg Independent School Distr ct which includes one elementary school, one junior high school and one high school with an average enrollment of 700 students and employing 102 staff members. In addition, also located in, and serving Schulenburg, is the \$t. Rose of Lima Catholic Grammar School (kindergarten through 8th grade), as well as the Schulenburg Campus of Blinn College, a two-year junior college located in Schulenburg.

As set forth more fully in Exhibit 2, Schulenburg includes a large number of small and medium size manufacturing businesses which have existed in Schulenburg for a number of years and which build and ship products nationally and internationally. In addition, the list of businesses continues to grow with 16 recent additions listed in the latest report on Major Employers (See Ex 2). In addition, there are 69 businesses with listed web sites in Schulenburg and the Chamber of Commerce lists 166 members

In sum, it is submitted that the claim that Smiley is a community of sufficient substance to qualify for an FM channel allotment in any case is insufficient at best. Conversely, the size, substance, and importance of Shulenburg has been demonstrated beyond question and its qualification and claim to a

new local broadcast service is manifest, and beyond question. As such, we submit that the proposal for a new local Class C3 FM radio service for Schulenburg is far beyond the request for a new Class A allotment to the crossroads at Smiley. In the following paragraphs we will outline the steps to achieve that most desirable goal.

IV. THE RULEMAKING PROPOSAL

A. The New Allotment at Schulenburg.

At the present time, radio station KNRG is licensed to New Ulm Broadcasting to operate on channel 222A in New Ulm. It is proposed to reallot that channel to operate as upgraded channel 223C3 in Schulenburg, thereby upgrading the existing channel and also providing a first aural service of any kind there. Further, and of paramount importance here, and as more fully documented in the attached Engineering Statement, we also note that the entire city of Schulenburg, plus a substantial contiguous area to the west of Schulenburg, is presently "white area" with NO recognizable AM or FM reception service at all, making allocation of a new service there one of the highest priority under all FCC Rules and Policies.

At the same time, it is proposed to allot new channel 283A to New Ulm as a fully equivalent replacement channel there. The attached Engineering Exhibit demonstrates that the new allotment can be made to Schulenburg as requested and also shows that Shulenburg is not in proximity to any large urban area and that

no <u>Tuck</u> analyses (Cf. <u>Fave and Richard Tuck</u> 3 FCC 5374 (1988))is required.

Since this proposed change in allotment could not be completed without use of the licensee's present assignment it is submitted that it is consistent with Section 1.420(i) of the Commission's rules and should be protected as such. It is therefore requested that upon approval of the requested reallotment, the existing license of KNRG(FM) be modified to specify operation on the new channel and community, and New Ulm Broadcasting herewith states its full commitment to build and operate that new station on Channel 223C3 in Schulenburg.

B. The Replacement Channel at New Ulm

The replacement channel for New Ulm is of the same classification as the channel being moved but will operate from a different site location. The attached Engineering Statement compares the different coverage areas and any change in population coverage and also demonstrates the extent of existing radio reception service already serving New Ulm. As such, it is submitted that the change in channel and site will have minimal impact upon the community. Further, upon approval of the new allotment to New Ulm, New Ulm Broadcasting hereby commits to file an application to construct a station on that new channel and to build and operate that new station upon approval of its application by the FCC.

The Commission has in the past ruled favorably upon reallocation of an existing service where the proponent has shown the public interest that would be served by allocation to the new community and also proposed an equivalent replacement channel for the former community, along with a pledge that it would apply for and build a new station on that channel when allotted. See Oakville. Washinaton et al, DA 02-159 (2002); Albion and Columbus. Nebraska, 8 FCC Rcd 2876 (1993); Llano and Marble Falls. Texas, 12 FCC Rcd 6809 (1997). New Ulm Broadcasting has included such an unqualified pledge here and the public interest would be well served by reallocating and upgrading channel 223 to a C3 providing a first service to Schulenburg and in allocating new channel 283A as an equivalent replacement channel to New Ulm.

C. Other Required Changes In the Table of Allotments

As further described in detail in the attached Engineering Statement, in order to implement the first service in Schulenburg some further adjustments are necessary in existing allocations. Specifically, channel changes are required at KYKM in Yoakum (223Å to 280Å); KZAM in Ganado (284C2 to 235C2); KAJI in Pt. Comfort (231C3 to 291Å); and KQVT in Victoria (222Å to 232Å), each of which has consented to the change (consent forms for all four stations are included at Exhibit 3 hereof).

Channel changes are also required at KVIC in Victoria (236 C1 to 284C3) at its existing site 2/ and for KTKY in Refugio (291A to 222A) at its existing site 3/ and New Ulm agrees to provide full reimbursement to these licensees for the necessary and reasonable expenses incurred in making the channel changes.

It is therefore also noted here that this proposal is in full compliance with all Commission rules and policies including the Commission's policies on involuntary channel changes as set forth in Columbus. Central City et. al., 59 RR 2d 1184 (1986); Castle Rock Colorado. et. al. 8 FCC Rcd 4475 (1993); and Farmersville. Texas et. al., 12 FCC Rcd 4099 (1997); Recon Dismissed 12 FCC Rcd 12056 (1997).

It is also noted that in order to facilitate the proposal, and avoid a short-spacing at Victoria, it is necessary for the licensee of KEMA in Three Rivers, Texas, to relocate its transmitter site to a new fully-spaced site and such an application has been filed (20021021AAI) to specify that new site and a confirmation and Agreement to fully implement that move is attached hereto as Exhibit 4, Finally, in order to fully protect the spacings specified herein, it is necessary to propose an

^{2/} KVIC filed to downgrade to channel 236C3, the application was granted and KVIC is licensed and operating on 236C3 but the Table of Allocations was never amended to reflect the change.

There is also an unusual situation here since KTKY is still licensed to operate on channel 291C3 at Refugio but has received authorization to move to Taft and operate on channel 293C2, with 291A specified as a replacement channel in Refugio. Channel 222 as proposed here can be assigned to Refugio either as a replacement for 291A (as channel 222A) or as 222C3, all at the existing transmitter site.

alternate equivalent channel for two rulemaking proposals presently pending.

There is an unusual situation here since channel 232A was originally requested by "the Joint Parties" for use at Flatonia, Texas in MM Docket 00-148, and subsequently also requested for use in Shiner, Texas by Stargazer Broadcasting, Inc. (MM Docket 01-105). The Joint Parties moved to dismiss the Shiner petition as in conflict with their previously filed petition and improvidently accepted, and the Shiner applicant, as well as some additional supporters, joined in opposing the move to dismiss the Shiner petition and claimed that the Joint parties petition was defective. It appears from the FCC records that the last pleading on that point was filed in July of 2001 and it remains pending.

Without trying to determine here whether Flatonia or Shiner will ultimately prevail, we note that channel 242A, proposed here as an equivalent replacement channel for 232A, will, as demonstrated in the attached Engineering Statement, work equally well at Flatonia or at Shiner and that replacement channel 242A is therefore proposed here in place of channel 232A as specified in both the Flatonia and Shiner rulemaking petitions.

V. SUMMARY

In sum, it is respectfully requested that the Commission amend the FM table of Allotments as follows:

City	Present	Proposed	
Schulenburg, Texas	-	223C3	
Yoakum, Texas	223A	280A	
New Ulm, Texas	222A	283A	
Ganado, Texas	284C2	235C2	
Victoria, Texas	222A,236C1*, 254C1	232A, 284C3, 254C1	1
	265A, 300C1	265A, 300C1	
Point Comfort, Texas 231C3 291A			
Refugio, Texas	263A, 291A	263A, 222A**	

^{*}KVIC filed to downgrade to channel 236C3, the application was granted and KVIC licensed on 236C3 but the Table of Allocations was never amended to reflect the change.

It is also requested that the Commission substitute equivalent replacement channel 242A in place of channel 232A as specified in two mutually exclusive rulemaking petitions for Flatonia, Texas (MM Docket 00-148) and Shiner, Texas (MM Docket 01-105) in case either is found acceptable and adopted.

VI. CONCLUSION

In sum, it is submitted that the instant Counterproposal is clearly superior to the original proposal for Smiley as set forth

^{**} KTKY is still licensed to operate on channel 291C3 at Refugio but has received authorization to move to Taft and operate on channel 293C2, with 291A specified as replacement channel in Refugio. Channel 222 can be assigned to Refugio either as a replacement for 291A (as channel 222A) or as 222C3, all at the existing transmitter site.

in the NPR and preferable to that original proposal since it will result in providing a first local transmission service to Schulenburg, upgrading the existing channel 222A to 223C3 in Schulenburg, a substantial independent town presently without any local radio service, a town that is presently completely "white area" with no recognizable radio service at all. In addition, at the same time, adoption of the proposal will result as well in allowing two presently short-spaced Class A FM stations (KYKM in Yoakum and KQVT in Victoria) to move to fully spaced channels, thereby adding to the maximization of the most efficient use of the available allocations in the area and providing the public with the greatest amount of service, both in terms of area and population, consistent with the priorities as set forth by the Commission in Revision of FM Assianment Policies and Procedures, 51 P&F RR 807, 810 (1982), and as further set forth in Columbus, Nebraska, et, al., 51 Fed. Reg. 4926, Feb. 10, 1986. For these reasons, it is respectfully submitted that the instant Counterproposal is clearly in the public interest and should be adopted.

Respectfully submitted,

NEW ULMAOADCASTING COMPANY

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(703) 430-6751

October 21, 2002

New Ulm Broadcasting Company Counterproposal MB Docket No. 02-248 October 21, 2002

EXHIBIT 1

Description of Smiley



Smiley Main Street at rush hour

Here's what the online Hondbook of Texas has to say about Smiley:

A historical Harker was placed in Smiley in 1980, which reads:

OLD SMILEY LAKE AND TOWNSITE

Attracted by abundant water from a natural lake, settlers began moving to the area in the late 1840s. Ranching provided the earliest commerce. In addition to cattle and sheep, ranchers raised racing horses for sale in the southern states. Cattlemen brought their herds to the lake area until they were ready for transfer to Belmont (20 miles north), where a branch of the Chisholm Cattle Trail was located.



Cities and Businesses of Texas

Page 1 of 3



About cyberTX Contact Info TX Businesses cyberTX News

cyberTX.com business listing sponsored by:





Welcome!

Web Pages of Businesses in Smiley, Texas!

THE BUSINESS INDEX

Instructions

Use your Web Browser's FIND option to locate a business name or scroll. Clicking on the business will take you to that location. After entering a page, you can use your BACK OPTION to get you back to this page.

Go back to Home Page

#

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ARC WELDING AVANTI GROUP

DONS DEALS ON WHEELS

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HOWLING HOLLOW KENNELLS

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LEON DAVIS WATER WELL

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MEDINA'S TACO HUT

Y

RMCKP LTD

Add your

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National National Fundraisers Attractions **Business** Home Advertise Directory Directory HEED WELL WATER? ist Online Mail Technology Happened Save On Brands You Know! Water Depth, Quantity, & Qaulity Here NorthWest Aquifer Surveying, INC. Earn up to Hotel . Car . Air Reservations USA \$\$1(010101(010) TravelN.w. Fact File

Finder's Fee

Special Offers

Welcome to Key to the City's page for ***

Washington D.C. **Smiley** Our Nation's

Capital

Gonzales,

Texas Footsteps

of history

Zip Code

Community Mottos & **Nicknames**

The Texas state capital is Austin

What would you like to know about Smiley

Choose a new Community in Texas	Statistics & Facts
***	Zip Codes
Choose a new State	78159
****	Return to <u>Index</u>
Check out these Special Messages	Statistics & Facts
***	The population of Smiley is approximately 463. The approximate number of families is 192.
Perfect Gifts	The amount of land area in Smiley is 1.362 sq. kilometers. The amount of surface water is 0 sq kilometers.
****	The distance from Smiley to Washington DC is 1399 miles. The distance to the Texas state capital is 71 miles. (as the crow flies) Smiley is positioned 29.27 degrees north of the equator and 97.63 degrees west
CarPrices.com	of the prime meridian.
***	Return to Index
Magnetic water Conditioning	Contribute information free or for a small service charge for this community or any other community in the USA
***	Be sure to include the name of the community and its state when contacting Key
SPOTAD \$100	to the City as you are NOT directly contacting this community.
***	Learn how to be a sponsor on Key to the City
	Choose a new community in the state of <u>Texas</u>



Return to the Key to the City Home Page.

Thanks for visiting **Key to the City**. Come back again! We'll leave the light on for you!

0156178 Visitors 0156861 rs 10 17 02

Smiley, Texas Tribute Page Page 1 of 7

Smiley, Texas



Unofficial Poultry Capital of the World.
Home of the once great Fighting Bantams.
(Not to mention the Bantamettes.)
The greatest little crossroads in Texas.
And my home town from 1963 to 1972.



Smiley, Texas Tribute Page 2 of 7



Smiley Main Street at rush hour

Here's what the online Handbook of Texas has to say about Smiley:

A historical marker was placed in Smiley in 1980, which reads:

OLD SMILEY LAKE AND TOWNSITE

Attracted by abundant water from a natural lake, settlers began moving to the area in the late 1840s. Ranching provided the earliest commerce. In addition to cattle and sheep, ranchers raised racing horses for sale in the southern states. Cattlemen brought their herds to the lake area until they were ready for transfer to Belmont (20 miles north), where a branch of the Chisholm Cattle Trail was located.

George W. Colley, considered to be the founder of Smiley Lake Community, moved here in 1870. Near his home he built a steam-powered cotton gin and sawmill. He wasjoined later by Major W. M. Phillips who opened a mercantile establishment here in 1883. The sefflement of Smiley Lake, named for early pioneer Jim Smiley, was located on the Cuero-Rancho trade route between SanAntonio and the Gulf port of Indianola.

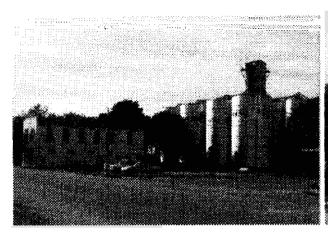
The village once had a saddle factory, blacksmith shop, wire fence plant, newspaper, general stores, drugstore, school, Baptist church, an I.O.O.F. Lodge and a Post Office established in 1884. When the Galveston, Harrisburg & San Antonio Railroad completed lines nearby in 1906, the Town of Smiley was moved to the present location (one mile north).



It is a fact that John Wesley Hardin visited Smiley on numerous occasions. (If you don't believe me, check the first page **d** "John Wesley Hardin" by Lewis Nordyke.)

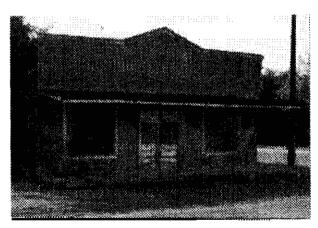
Images of Smiley:

Smiley, Texas Tribute Page Page 4 of 7



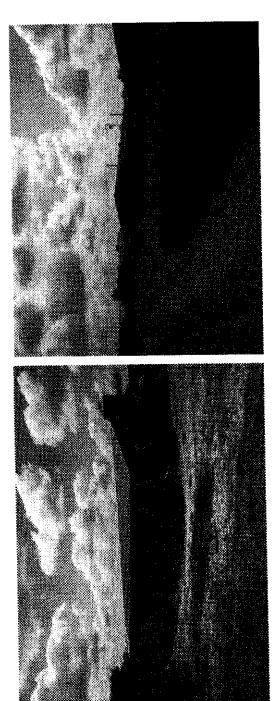


Grain silos behind the old I.O.O.F. Hall (left) and Site of the former Rhodes Drug Store (right)

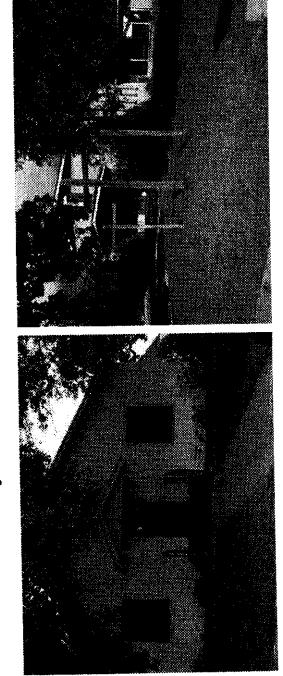




The old Manford Hatchery (left) and "Pete's" (aka Longoria's Grocery), right



The most familiar landmark in Smiley - Chicken Houses!! Only one other comment to make...stay upwind.



Smiley First Baptist Church (left) and First United Methodist Church (right)

The Smiley Independent School District merged with Nixon Independent School District after I graduated in 1972. It just isn't the same. I would like to pay tribute to my alma mater--\$miley High School--and to its mascot, the "Fightin' Bantam". Long may the red & white live on in the memories of those of us who knew it when.









WWW

New Ulm Broadcasting Company Counterproposal MB Docket No. 02-248 October 21, 2002

EXHIBIT 2

Description of Schulenburg



return to handbook view

SCHULENBURG, TEXAS. Schulenburg is at the intersection of Interstate 10, U.S. Highway 77, and Farm Road 1579, on the Southern Pacific Railroad, eighteen miles south of La Grange in southern Fayette County. The area was settled by German, Austrian, and Czech settlers in the mid-nineteenth century. Schulenburg was founded in 1873, when the Galveston, Harrisburg and San Antonio Railway built through the site, and was named for Louis Schulenburg, who donated land for the railroad. The community was granted a post office in 1874 and incorporated in 1875. Another land donor was Ernst Baumgarten, one of the "Forty-eighters" from Germany, who built a cottonseed-crushingplant in the community. He also operated a lumberyard, a planing mill, a sash and door factory, and a cotton gin, and in 1883 he opened the Schulenburg Oil Mill, which manufactured Baumgarten Process Allison Flour from cottonseed. In 1884 the community had 1,000 inhabitants, two churches, a bank, schools, thirteen general stores, and four saloons. Among the early newspapers in the community were the Schulenburg *Enterprise*, the *Messenger*, the *Sticker*, and the *Texas Volksfreund*. Schulenburg had electric lights by 1896, and in 1900the community had 1,149 inhabitants. By 1914 it had Baptist, Catholic, Lutheran, and Methodist churches and the G. E. Ruhman plant, which manufactured steel furnaces and wire goods. The population of the town slowly climbed to 1,246 in 1920, 1,640 in 1930, and 1,970 in 1940. In 1945 Schulenburghad 112 businesses, including **two** manufacturing companies, three cotton gins, a machine shop, and an airplane factory. The population of the town continued its slow rise in the postwar period, reaching 2,207 in 1960, 2,347 in 1980, and 2,455 in 1990. Schulenburg has a rich musical heritage and has had several orchestras and the Gold Chain Bohemian Band. See also COTTONSEED INDUSTRY.

BIBLIOGRAPHY: La Grange High School, *Fayette County: Past and Present* (La Grange, Texas, 1976).

Mark Odintz

Recommended citation:

"SCHULENBURG, TX." The Handbook of Texas Online.
<http://www.tsha.utexas.edu/handbook/online/articles/view/SS/hjs11.html> [Accessed Thu Oct 17 15:23:38 US/Central 2002].

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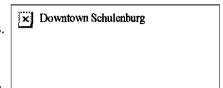
register login my projects my page

Major Employers

<u>Home > Community</u> > Major Employers Already registered? <u>Sign-in.</u>



Present day Schulenburg has grown only slightly over the years to a town of **2,500** residents. It is now primarily a ranching community with a significant number of small and medium size manufacturing businesses. International Muffler Company "IMCO", one of our larger manufacturers fabricates and ships mufflers, both nationally and internationally. BWI, a large nursery and greenhouse supplier has large storage and



(formerly Armco-Pipe) produces culvert pipe. Several new businesses are Texas Jersey Cheese, a specialty cheese producer, **3-D** Belt Co., and Gas Compression Services Co. These are just a few recent additions to our economic base.



Bunch Wholesale Co. (BWI)

Farmand Garden Wholesaler..Fertilizer/Seeds
100 North Main St.- P.O. Box 459
Dennis Bower, Manager

743-4381
80 employees



= C&M Storage Co.

Oil Field Storage, Data & Processing Services

Hwy 77 South- P.O. Box 295

Allen Rother, owner
562-2777
23 employees

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Colonial Nursing Home **Nursing Home** SummitSt. Rita Brosssman, administrator 743-4159 65 employees ·----Contech Construction **Corrugated Steel Pipes** South Main & CR 405- P.O. Box 26 Jerome Kolenovsky, manager 743-4123 18 employees Dairy Farmers of America Process Dips & Cheese Products 801 James Ave. - P.O. Box 176 Edwin E. Orsak, manager 743-4161 72 employees Double B Foods, Inc Jerky/Pickling 1315 Russek, Drawer A Bill Bucek, owner 7436545 130 Employees Gas Compression Services

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 Fabrication, Maintenance Servicing of Reciprocating Gas Compressors 105 East Avenue Jim Helton, owner 743-2066 25 employees	
	,
 International Muffler Co.	<u> </u>
 Automotive Mufflers & Tubing One International Bivd P.O.Box 397 Kenneth Banks, owner 743-4521 230 employees	
	,,,,,,
 Kemlon Products	اس
Pumps, Connectors Hwy 90 at Engle - Rt. 4, Box 223-A Hubert Cordes, manager , 561-8234 46 employees	
40 employees	
 Leon's Electric & Plumbing, Inc.	v•
 Electrical, Plumbing, Heating & AC, Refrigeration Contractors, Appliance Sales & Services 719 Upton Ave. Leon & Marcella Langhamer, owners 743-6577 60 employees	8
 Prime Industries	
Plastic Containers Oakland Rd P.O. Box 5	

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Ken Berger, owner 743-6577 60 employees **Reef Industries** Tarps Hwy. 90 E Steve Voelkel, manager 743-6512 30 Employees Schulenburg, City of **Utilities** 607 Upton - Box 8 Ronald Brossmann, manager 7434126 36 employees Schulenburg Printing & Office Supplies Commercial Printing, Office equipment & Supplies, Sportswear & Trophies 705 Upton Ave. - P.O. Box 429 Roland Proske, Randall Proske, owners 7434511 32 employees **Schulenburg Regency** Nursing Home, Retirement Apts., College Place 111 College St. Leslie Grieves, owner 743-6537 120 employees

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3-D Belt Co., Inc.

Leather/Western Belts & Purses
1002 Huser Blvd., P.O. Box 442
Steve Dees, Jeff Dees, owners
743-3745
40 employees

Schulenburg Chamber of Commerce
101-B Kessler Avenue P.O Box 65
Schulenburg. Teras 78956
Phone: 979-743-4514 FAX: 979-7434839

Cities and Businesses of Texas

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Web Pages of Businesses in Schulenburg, Texas!

THE BUSINESS INDEX

Instructions

Use your Web Browser's FIND option to locate a business name or scroll. Clicking on the business will take you to that location. After entering a page, you can use your BACK OPTION to get you back to this page.

Go back to Home Page

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B AND J EOUIFMENT SERVICE CO BABY BLOCKS RESALE AND GIFT BLOOMINGAIL'S BRIDGET'S BRIDAL RENTALS

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CEN-TEX WINDOW SHADES & BLINDS
CMR INC
COINLESS PHONE SERVICES
COW PALACE

D

D&D SMALL ENGINE REPAIR
DGS ENTERPRISES
DINGER VIDEO PRODUCTIONS
DOWNTOWN CHEVRON

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F & F ENTERPRISES
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FOWLKES EQUIPMENT CO INC
FRANK'S RESTAURANT

G

GAY HILL
GEISSEN'S PAINT & BODY REPAIR
GEM AMUSEMENTS
GUADALAJARA MEXICAN REATAURANT

Η

H & R BLOCK
H A FETSAM TEXACO STATION#2
HAIR RAZORS
HEATHER'S HERBALS AND COLLECTIBLES

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J W'S TEXAS NO 5
JACKIE A MACHAC

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K HOLSTERS INC KOUNTRY BAKERY

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LEON'S ELECTRIC & PLUMBLING

M

MARGARETS JEWELRY
MARK JOSEPH JURICA
MAIULA WELDING SERVICE
MC DONALD'S RESTAURANT #14213
MICAH'S OUTBOARD MARINE SERVICE
MICHAEL W OLLE
MIGHTY OAKS INC



OAKRIDGE MOTOR INN
OAKRIDGE SMOKEHOUSE RESTAURANT

P

PAPA JUN RESTAURANT AND BUS STATION PAT'S SWEET SHOP

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PEGGY L HENK

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SCHULENBURG LIQUOR STORE
SCHULENBURG STICKER INC
SCHULENBURG UPHOLSTERY - REFINISHING SERVICE
STRICKLAND ELECTRICAL SERVICES
STRYKLY TEXAS CHEESE LTD CD
SUBWAY
SUNFLOWER GARDENS AND ANTIQUES

T

TEXAS JERSEY CHEESE COMPANY
THE SMOKE HOUSE
THOMAS H GEORGE
TIETJEN'S STORE
TIGER TOTE #20
TRI-COUNTY A&M UNIVERSITY MOTHER'S CLUB



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Y

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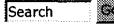
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Local Organizations

Home > Community > Local Organizations

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Alcoholics Anonymous	R.T. Henderson-Rt. 3 Box 38-A Schulenburg. Texas 78956	(979)743-3746
American Association of Retired Persons#2727	Hertha Bennett-3025 Oakland Rd	(979)562-2441
American Association of Netherland Classification	Schulenburg. Texas 78956	(3/3)302-2441
American Legion McBride	Dean Hili-106 Russek	(979)743-3297
Post 143	Schulenburg, Texas 78956	Mom:
Booking of Hall:	Gene Ohnheiir	(979)743-3297
American Legwn Auxiliary	Janet Machac- 108 College	(979)743-4469
Unit 143 (Ladies)	Schulenburg, Texas 78956	(9/9)/45-4409
Boy Smuts Troop 1210	Donnie Klessi-1205 Summit	(979)743-3050
Boy Sittues 1100p 1210	Schulenburg, Texas 78956	(979)743-3030
CFMC Pink Ladies	Judy Otto- 10335 FM 1383	(070)561-9111
Crivic milk Ladies	La Grange. Texas 78962	(979)561-8111
Cathalia Doughtoro	Dorothy Ripper- 2618 FM 1579	(070)EC4_0444
Catholic Daughters		(979)561-8111
Colorado Vallovi Shrip	Schulenburg. Texas 78956 Ben Sustr - P.O. Box 161	(070)742 2004
Colorado Valley \$h ர்ந்		(979)743-3604
Compliance Community Action	Schulenburg, Texas 78956	(070)740 4000
Combined Community Action	Georgie Kalich- 1107 Hillje	(979)743-4036
Out Court Book 4040	Schulenburg, Texas 78956	(070)740 0400
Cub Scout Pack 1210	Mark Shimek 507 Black	(979)743-6130
Oi-l gt-	Schulenburg, Texas 78958	(070)504 0705
Girl Scouts	Cynthia Werner- Leader	(979)561-8705
	P.O. Box 340	
	Schulenburg. Texas 78956	
The British Paris St.	Gina VanCleave- Assistant Leader	(000) 7 (0 0000
Henry Deitrich Enterprises	401 Bucek	(979)743-6568
1	Schulenburg, Texas 78956	(2-1) - 1 - 2 - 1
Hermann Sons Lodge 14	Ben Sustr- P.O. Box 161	(979)743-3604
	Schulenburg. Texas 78956	
Knights of Columbus	James Brossman, 311 Kallus St.	Home-(979)743-3907
Booking Hail:	Schulenburg. Texas 78956	Work-(979)743-3896
	Felix Pavias	
Lyons Masonic Lodge	Worshipful Master Erick Cameron	(979)562-2229
	P.O. Box 343 Schulenburg, Texas 78956	
Rotary Club	AdolphThomas	(979)743-4044
	3024 Oakland Rd.	
	Schulenburg, Texas 78956	
St. Rose Altar Society	Lynne Machac- P.O. Box 373	(979)743-3448
_	Schulenburg. Texas 78956	
Schulenburg Area Farmers Market	Ken 8 Linda Klesel	(979)743-2491
	d o Lydia K iesei, 306 Black	
	Schulenburg. Texas 78956	
Schulenburg Festival Association	Lynne Machac, President	(979)743-3503
	P.O. Box 115	
	Schulenburg, Texas 78956	
SchulenburgGarden Club	Annette Hertel	(979)561-8180
	1543 Hertel Rd.	
	Schulenburg. Texas 78956	
Schuknburg Lions Club	Jan Krischke, President	(979)743-4041
	516 NorthSt.	
	Schulenburg. Texas 78956	
Schulenburg Literary Club	Billie Graem	(979)562-2764
-		• •

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to Community Information

Schulenburg Chamber of Commerce 101-B Kessler Avenue P.O Box 65 Schulenburg, Texas 78956 Phone: 979-743-4514 FAX: 979-743-4839



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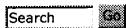
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Shopping

Home > Things to... > Shopping

Already registered? Sign-in.





Schulenburg Chamber of Commerce



Schulenburg offers to the visitor a variety of both the old and new. Many businesses in our community have chosen to remain in the historic downtown area along 400 and 500 blocks of North Main St., Lyons Ave. and Upton Ave. Many are located in old turn of the century buildings. These merchant's have updated their areas while retaining many of the original charms of their old buildings. Available are gift shops, specialty clothing shops, lumber and hardware stores, appliance stores as well as several banking and saving facilities. In town can also be found two auto parts stores. Along Hwy. 90 (Summit St.) between Hwy. 77 and Upton St. can be found two drug stores, the bus station, two medical clinics and two

savings associations. On **Hwy**. 77 near the interstate you can find the Hitching **Post**, a well stocked western wear store, several specialty and gift shops, Also located near the interstate is a McDonald's, Whataburger, Oakridge Smokehouse, Oakridge Express. Kountry Bakery, and a Subway Sandwich Shop to name a few. The main supermarket Harlins is locally owned and operated. The City Market is located on **Hwy**. 77 providing meat, sausage and Bar-6-Que.

Schulenburg Chamber of Commerce

101-B Kessler Avenue P.O. Box 65 Schulenburg, Texas 78956 **Phone:** 979-743-4514 **FAX:** 979-743-4839



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Schools

Home > Community > Schools

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Blinn Coilege - Schulenbura Campus

With more than 11,000 students on campuses in Brenham, Bryan and Schulenburg, Blinn ranks as the state's 10th largest community college district.



The Schulenburg Campus opened its doors in 1997 and serves the students in the Fayette County area of Texas. A campus that may be applied toward several degree options and/or will prepare students for transfer to a four-year university. The Blinn student transfer rate to senior colleges is nearly three times the statewide average transfer rate of other two-year colleges.

<u>Schulenburg</u> (979) 743-5003 <u>Brenham</u> (979) 8304000 **Bryan** (979) 821-0223

Schulenburg I.S.D offers a variety of programs for the students and community. The district offers a full academic program EC-12. Each campus emphasizes achievement at the highest level. The campuses have received recognized status on the Academic Excellence Indicator System. The academic programs in Schulenburg ate outstanding Eventhough we have a high achieving program, we are constantly striving to find ways to improve what we have.

The people of Schulenburg are proud of their schools and are willing to provide the support it takes to have a good school system. Schulenburg I.S.D. is made up of one elementaty school, one junior high and one high school. The average enrollment is 700 students for the district and employs 102 staff members.



Schulenburg I.S.D. is a class AA school. Our school colors are orange and black and the mascot is the Shorthorn. The district participates academically in a full slate of academic competition elementaty through high school. The extra curricular activities include: football, volleyball, cross country, basketball, track, tennis, golf, power lifting, baseball and softball.

The District offers a gifted and talented program, early childhood learning, vocational programs, fine arts and special education services. A head-start program is also housed on the elementary campus.

The community is very involved and gives a great amount of support to our school. We have the benefit of a catholic school that provides a great education for students in grades PK-8. We are proud of the St. Rose School. We work together and feel this combination provides an excellent education for the students of Schulenburg.

×	St. Rase of Lima School	

Mission Statement: The aim of St. Rose of Lima School is to Instill in our students a knowledge and love of God through instruction, prayer, and worship while academically striving to give each child every opportunity to develop his/her God-given talents.

- **Philosophy:** St. Rose of Lima School assists children in developing religious beliefs and values that affect moral and ethical behavior. It provides an educational program that enables the students to grow in their understanding of themselves, their relationship with God, and their relationship with others.
- Accreditation: St. Rose of Lima Schook is accredited by the Texas Catholic Conference Education Department (TCCED), which is approved for accrediting schools by the Texas Education Agency (1989).
- Faculty And Staff The faculty and staff are caring people dedicated to preparing young people for Christian living
 and a successful life.
- Area Served: St. Rose of Lima School serves Schulenburg and the surrounding towns. Bus services are available
 to most areas.
- **Religious Education:** In view of the philosophy of our Catholic school, religion and all it applies in the life of a child is of the utmost importance and requires total cooperation on the part of the home. There are daily classes in religion. Students prepare and participate in the Holy Sacrifice of the Mass once a week.
- Instructional Program: St. Rose of Lima School promotes the education of its students to their full potential.
 Religion, Reading, English, Math, Social Studies, Science, Computer Literacy, Fine Arts, Spanish, and Physical
 Education are taught. Patriotism, respect for others, good sportsmanship, and leadership training are also essential
 qualities to be developed.
- **Sports:** Football (Gr. 6-8 only), basketball, soccer, track, and softball are offered to boys in grades 5-8. Volleyball, basketball, soccer, track, and softball are offered to girls in grades 5-8. Pep squad and cheerleading are ako available.
- **Uniforms:** St. Rose of Lima School has a standard uniform dress code for all students in Kindergartenthrough Grade 8. The uniform includes navy blue dress pants for the boys, and a jumper and plaid or navy skirts for the girls, and knit shorts and navy blue shorts for both.
- Admissions:

Pre-Kindergarten: 4 years old by September 1st Kindergarten: 5 years old by September 1st First Grade: 6 years old by September 1st

New students must present birth and baptismal certificates, immunization data, and report cards from previous schools attended.

- St. Rose of Lima School admits students of any raw, religion, national or ethnic origin, and physical disabilities to the extent that the school can serve the student, to all rights, privileges, programs, and activities made available at St. Rose School. The school does not discriminate in the administration of its educational and admission policies or other programs.
- Cafeteria: The St. Rose cafeteria serves a hot lunch daily. The school participates in government lunch programs.